

IT'S THE KIDS AGAINST THE SKRINKS!

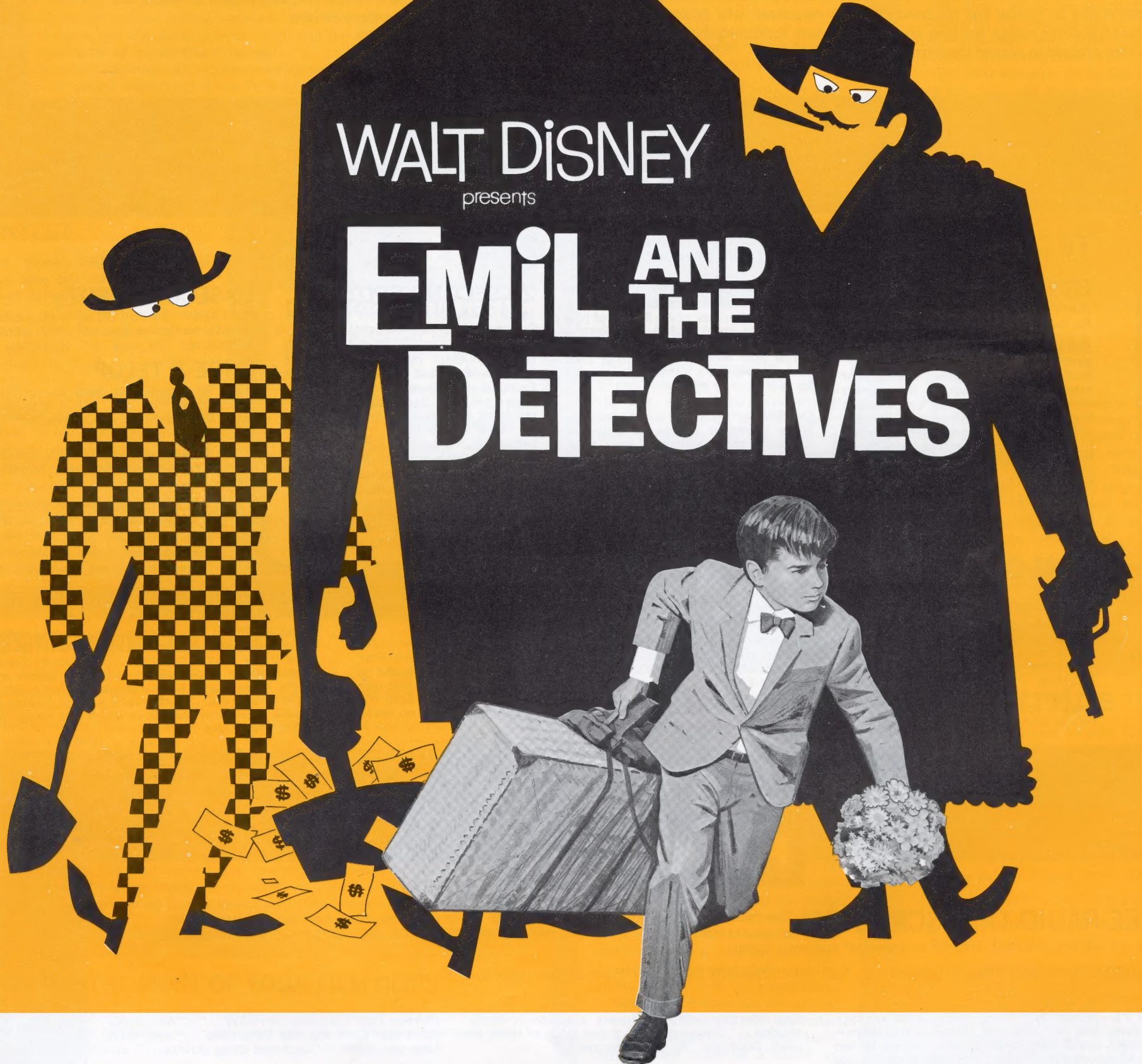


...in the ZANIEST

CRIME COMEDY of the year!

WALT DISNEY
presents

EMIL AND
THE
DETECTIVES



starring
WALTER SLEZAK · BRYAN RUSSELL · ROGER MOBLEY · CINDY CASSELL

Screenplay by AJ CAROTHERS Based on the novel by ERICH KÄSTNER Associate Producer PETER V. HERALD Directed by PETER TEWKSBURY TECHNICOLOR®
Released by BUENA VISTA Distribution Co., Inc. ©1964 Walt Disney Productions

LOOK TO THE NAME WALT DISNEY FOR THE FINEST IN FAMILY ENTERTAINMENT.

AUDIO-VISUAL FACILITIES FOR A CAMPAIGN THAT TOUCHES ALL THE BASES

TRAILERS

DELUXE TECHNICOLOR TRAILER

ORDER FROM NATIONAL SCREEN SERVICE

Running Time: 3 min. 12 secs.

Trailer features three skrinky crooks (caricatures of the three are shown):—Muscles Muller; Mole, a pint-sized pickpocket who started it all when he lifted 400 marks from the pocket of young Emil; and Walter Slezak as "The Baron," the worst skrink of them all, who is the brains of his Operation Banklift. Emil is befriended by Gustav and his band of young detectives, who offer to help recover the stolen money, but their sleuthing uncovers something much bigger, and they proceed to unravel the mixed up yarn.

FREE TEASER TRAILER

ORDER FREE FROM NATIONAL SCREEN

Technicolor—Running Time: 2 min. 23 secs.

Teaser opens with the three crooks: Walter Slezak as "The Baron," and his two partners in crime, Muller and Mole, in a hotel room plotting their next big robbery. Then comes the one hitch in the Baron's plans—Emil and Gustav with his band of detectives, who wage their wacky war of hide and go sleuth against the three skrinky.

TELEVISION

TV COMMERCIALS Available through your nearest Buena Vista representative. 16mm black and white prints only.

60-SECOND SPOTS:

(each contains a 5-second silent end for local live announcement.)

EMI-601K—Here you see the three skrinky—Walter Slezak as "The Baron," Muller and Mole—going about their business of committing the perfect crime. Then there is the one hitch in the Baron's plan—Emil and Gustav, with his band of super sleuths, including a girl, whose combined efforts effect the capture of the crooks.

EMI-602K—This spot reads like a police briefing:—"It's Walt Disney's zany new motion picture... 'Emil and the Detectives'... West Berlin... Evening..."

EMI-603K—An underground explosion gets the police on the job and the results are hilarious when a mob of kids pursue the crooks. Mole, in a restaurant, covers his face with his hat; the Baron and Muller hide behind their newspapers—"It's either hide... or run for it."

EMI-604K—This spot is for children. Three animated skrinky walk toward camera—stop; animated eyes look. Dialogue: "Emil here is in a tough spot and it's up to us to get him out of it..." Explosion and reaction of characters; Mole in tunnel; Baron on Muller's shoulders; ends with animated skrinky walking toward camera.

20-SECOND SPOTS:

(each contains a 5-second silent end for local live announcement.)

EMI-201K—It's Walter Slezak as "The Baron... mirthful mastermind of Walt Disney's 'Emil and the Detectives'..." Features the Baron stuffing money under his hat; Baron and Gustav in revolving door episode and the Baron on Muller's shoulders.

EMI-202K—"Special agents are on the job..." Features Emil, running and colliding with pedestrians; police car filled with kids. The Baron stuffing money under his hat; also mob scene of kids fighting over picnic basket full of money.

10-SECOND SPOT:

EMI-101K—"See Walt Disney's zany crime comedy motion picture..." "It's crime's daffiest day..."

SLIDE & TELOP

Order Telop and Slide from Buena Vista Distribution Co., Inc., Attn: Specialty Dept., 477 Madison Avenue, New York 22, New York.

SLIDE: A 2x2 metal-encased slide suitable for overlay of date and theater. Available in color.

TELOP: A 4x5 telop suitable for overlay of date and theater. Available in black and white only.

FILM CLIPS Available FREE from your nearest Buena Vista representative; to be used as part of the regular entertainment programming on your local TV stations.

EMI-CLIP #1—(16mm B/W only) Running Time: 3 min. At kids detective headquarters Emil, who has been robbed of 400 marks, describes the man who did it while one of the kids sketches the crook. These young super sleuths start a search for the thief; they spot him in a hotel room. Walter Slezak as "The Baron," Muller and Mole discussing a map the Baron has. As Mole leaves the hotel the kids, thinking there is something much bigger afoot, follow him to an old ruin in bombed out section of Berlin.

EMI-CLIP #2—(16mm B/W only) Running Time: 3 min.

"The Baron" (Walter Slezak) and Muller enter ruins and descend a ladder to the basement. Emil and Gustav follow them there, then separate to search for the crooks' hiding place. Emil falls into a hole—then proceeds more cautiously; Emil trying to hide; the Baron discovers him and takes him captive.

EMI-CLIP #3—(16mm B/W only). Running Time: 3 min. 28 secs.

Young sleuths at police headquarters; conversation between Police Chief and one of his men: "Do you know these boys, Sergeant?"... See crooks taking money out of underground vault; the Baron and Muller escape only to be trapped by huge crowd of kid detectives. Crowd scrambling for money as it spills from picnic basket in which it is being carried by the crooks.

RADIO

FREE RADIO TRANSCRIPTION The radio campaign (one side of a 12-inch disc) contains three one-minute commercial announcements, three thirty-second, two twenty-second and one ten-second announcement. All are designed for children and general audience appeal.

Order FREE from Buena Vista Distribution Co., Inc., Attn.: Specialty Dept., 477 Madison Ave., New York 22, N. Y.

CUT #1—(55 sec. with 5 sec. open end for live tag). Features the three skrinky. Musical footsteps—squeaky shoes and creaking door; sound of two kids frightening each other. "It's Walt Disney's new crime comedy motion picture..." Dialogue: "Well, if you don't stop grumbling, Muller, I'll make you wait in the car..." Sound of sirens—explosion.

CUT #2—(55 sec. with 5 sec. open end for live tag). Voice saying: "What is a skrink..."—going on to tell that a skrink can be "a flat tire on the freeway, etc..." Kid saying: "We detectives find that skrinky like caviar..."

CUT #3—(55 sec. with 5 sec. open end for live tag). Musical footsteps blended with squeaky shoes in a

slow stealthy walk... "There's a sleuth in every shadow..." Sound of gunfire and rattle of coins in vault. Dialogue: "So, there you are..."

CUT #4—(25 sec. with 5 sec. open end for live tag). Siren and gun shot. "It's cops and robbers..." Voice: "With kids for cops and kooks for crooks..."

CUT #5—(25 sec. with 5 sec. open end for live tag). Dialogue opening: "How long are you going to take down there, forty-three days?" Sound of siren, gunshot and rattle of coins.

CUT #6—(25 sec. with 5 sec. open end for live tag). Conversation between Kid and a somewhat stuffy and pompous Voice: "You've heard of Sherlock

Holmes, Dick Tracy and Joe Friday..."—"Well, make room for 'Emil and the Detectives'..." "Just what have you done"—"Captured three skrinky..."

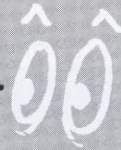
CUT #7—(15 sec. with 5 sec. open end for live tag). Police siren screaming. Gun shot and rattle of coins. "It's Walt Disney's 'Emil and the Detectives'..." "A cops and robbers motion picture with kids for cops and kooks for crooks..."

CUT #8—(15 sec. with 5 sec. open end for live tag). "Shhh..." Sound of squeaky shoes walking stealthily. "It's crime's daffiest day..."

CUT #9—(5 sec. with 5 sec. open end for live tag). "See Walt Disney's zany new crime comedy motion picture, 'Emil...—I'll race you to the boxoffice..."

BOX
OFFICE

EXPLOITATION IDEAS FOR THE SHOWMAN WITH AN EYE FOR THE EXTRA BOXOFFICE BUCK



FORM AN 'EMIL AND THE DETECTIVES SOCIETY

All kids love to belong to "secret" clubs and societies. Invite them to join an "Emil and the Detectives" Society with privileges that include membership identification and many fun-filled activities, culminating with your engagement of the motion picture.

Announce the formation of the Society through posters, heralds, small-space ads on the comic pages and "public announcements" at your theatre and over children's radio and TV programs. Identify your theatre as "headquarters."

Have the kids come down to headquarters for their membership cards (including the name of the Society, a place for the member's name, the name of your theatre and the dates of your "Emil and the Detectives" engagement). Keep a list of the members' names.

The Society's activities can include coloring contests, scavenger hunts, drawings for prizes, attendance at live TV programs, etc. All prizes are to be awarded at your theatre on the opening day of your engagement. Make sure all winners names are announced in the newspapers in advance of your opening, and look for publicity coverage of the presentation of prizes.

'WHAT'S A SKRINK?' CONTEST

Run a "Skrewy Definitions" contest to see who can come up with the funniest definition, or the longest list of funny definitions, for the word "Skrink." Start the ball rolling with this definition: "A SKRINK is a SKRewball in front and a FINK in back."

Make sure your contest publicity includes stories that explain how "skrink" is used in "Emil and the Detectives" (see publicity pages), as well as an announcement of your engagement so that people can see for themselves exactly how "skrinks" operate.

Make this a real off-beat contest by announcing some funny contest prizes along with the standard ones.

COLORING CONTEST

The coloring contest on page 18 of this pressbook is especially valuable as an introduction to the characters in the motion picture. It shows Emil on the run, the "detectives" on the trail, and the "skrinks" marching along, pictured in the style of an off-beat rogues' gallery portrait.

Use this contest to introduce the motion picture to your young patrons by distributing it in herald form at every children's performance prior to the opening of "Emil."

CO-OP AD

The merchants' co-op ad on page 17 of this pressbook is filled with catching fun, and should have strong youngster appeal as well as general shopper appeal. So run a co-op herald ad stressing toys, children's wear, etc., as well as a newspaper co-op ad for adults. The children's appeal is especially important if your engagement is at Christmas time or during any other gift-giving period.

BLACK & WHITE STILLS

Black-and-white photographs are your bread-and-butter accessory for newspaper publicity, in-theatre display and specialized posting, such as school and library bulletin boards. Your Exchange sets of 8x10 stills are prepared to help you meet these needs. Order sets "A" and "B" from National Screen Service, now!

MISSING SKRINK MANHUNT

Have all the kids in town, especially the members of your "Emil and the Detectives" Society (see top of page) scour the community for a real live skrink.

Have someone dress up like one of the skrinks from the motion picture, preferably The Mole, who wears a gaudy costume (see scene cuts on publicity pages). Give daily clues as to what the skrink looks like, or where he was last seen, via the newspapers, radio and TV. The kid who "arrests" the skrink must do so "in the name of 'Emil and the Detectives,'" whereupon the skrink gives the winner a "certificate of arrest," which can be turned in for a prize at your theatre.

Some ideas: Tie in with a supermarket chain and have the skrink "spotted" at a different store in that chain each day. Make sure the skrink is "arrested" frequently so that you can announce a continuous list of winners. Have the skrink make appearances on live TV shows and at your theatre.

MAKE THE MOST OF YOUR FILM CLIPS

Your entertainment film clips (see facing page) are an important part of your promotional campaign, and are yours free, to be televised free over your local TV stations.

PLEASE NOTE: These 3 clips are to be used in their numerical order under all circumstances. If used together in this order they give a vivid outline of the order of events in the motion picture. Used individually, Clip #1 gives the best opening impact, and will strengthen the impact of Clip #2 if #2 is used subsequently. The same is true if Clip #3 is used after Clip #2.

MISSING SKRINK SCAVENGER HUNT

As a switch on the "manhunt" idea (at left), appoint a noted member of the community as the skrink, and send the kids out on a day-to-day scavenger hunt for clues to his identity.

Choose the M.C. of a children's TV show or a disk jockey to be your skrink. The clues should be fairly simple, such as the letters in the person's name, not necessarily in the right order. The location of these clues should be given daily over the radio, over TV or in the newspapers.

Some of the clues can be right at your theatre (such as the third letter in your marquee), or at a local store (giving good basis for a tie-in), or any other popular public place. Again, there can be many winners—the more winners the more excitement!

CONTEST PRIZES

Three perfect prizes for your "Emil" contests are described on page 19 of this pressbook. They are all obtainable through the contact names listed on that page, and provide a good range of prizes to fit into your promotional budget. These items are:

- The novel on which the motion picture is based, in hard cover edition.
- A comic book version of the story.
- A Disneyland Storyteller album, narrated by Walter Slezak.



The Zaniest Crime Comedy of the year!

WALT DISNEY presents EMIL AND THE DETECTIVES

Introducing The Three Skrinks

Starring
WALTER SLEZAK

BRYAN RUSSELL

ROGER MOBLEY

Heinz Schubert

Featuring
Peter Ehrlich

Cindy Cassell

With

Elsa Wagner
Wolfgang Volz

Eva-Ingeborg Scholz
Franz Nicklisch

And

Brian Richardson
David Petrychka

Robert Swann
Ann Noland

Ron and Rick Johnson

Screenplay by A J CAROTHERS

Based on the novel "Emil and the Detectives"
by Erich Kastner

Directed By
PETER TEWKSBURY

Associate Producer
PETER V. HERALD

Music Played by The **BERLINER SYMPHONIKER**

Director of Photography **GUNTHER SENFTLEBEN**

Art Directors **WERNER SCHLICHTING, ISABELL SCHLICHTING**

Film Editors **THOMAS STANFORD, COTTON WARBURTON, A.C.E.**

Production Manager **PAUL WALDHERR**

Assistant Director **BRIGITTE LIPHARDT**

Camera Operator **FRANZ HOFER**

Costumes **LEO BEI, JOSEF WANKE**

Make-up **JUPP PASCHKE**

Sound **JOACHIM SCHMALOR**
BERNHARD REICHERTS

Produced at Filmstudio Templehof, West-Berlin, Germany

TECHNICOLOR®

©Distributed by: Buena Vista Distribution Co., Inc.

RUNNING TIME: 1 HOUR, 39 MINUTES

HUMORIST WALTER SLEZAK SHOWS IT RUNS IN FAMILY

When Walter Slezak, star of Walt Disney's feature motion picture, "Emil and the Detectives," tells the story behind the title of his best-selling book, "What Time's The Next Swan?" it immediately becomes clear that heredity and environment worked beautifully together to create the actor's celebrated subtle sense of humor.

As a young fellow, Walter grew up under the influence of his father, the late Leo Slezak, one of this century's greatest Wagnerian tenors. Leo was a giant, six feet, seven inches tall, with a sense of humor to match his size.

As Walter tells it, the elder Slezak was standing in the wings during a performance of "Lohengrin" before a packed house in the New York Metropolitan Opera waiting to be wheeled out on stage in a wooden swan, thus bringing the scene to its climax.

However, an overzealous stage hand jumped the cue and rolled the swan, empty, onto the stage. Leo's remark, as he calmly looked over the head of the helper at the tenorless swan, has become a backstage classic at the Met.

"What time's the next swan?" he asked placidly.

This is the same kind of humor that the great singer's son has repeatedly injected into his acting, doing so again as Baron, a criminal mastermind with two bungling assistants, in Disney's latest major movie.

In color by Technicolor, "Emil and the Detectives" stars Slezak, Bryan Russell and Roger Mobley.

THREE SKRINKS ARE FUNNIEST TRIO IN DISNEY HISTORY

The three skrinks in Walt Disney's "Emil and the Detectives," are probably the funniest trio in Disney history.

The bungling bank robbers from Berlin are portrayed by the established comedian, Walter Slezak, the two newcomers from Germany, Heinz Schubert and Peter Ehrlich. Together they attempt to burrow into a bank vault and escape unnoticed with a bag of dough in their 1937 Mercedes Benz. On the way, they slap each other around, demonstrating, each in his own way, a mastery of the art of pummels and pratfalls.

While Slezak plays Baron, the mastermind who must put up with the shortcomings of his dimwitted henchmen, Ehrlich and Schubert, the two oafs, carry on a running battle for the boss' favor.

Walter's take-off on the arch-criminal type blends perfectly with Ehrlich and Schubert's slapstick rendition of underworld flunkies.

Long a master of subtle humor, Slezak finds himself taking part in some pretty raucous slapstick during a scene in which the three crooks are crowded together in an underground tunnel with a picnic basket full of dynamite and nitroglycerin. When the outsized patrician of the underworld elects Ehrlich to carry his 260-pound frame through a sewer, Slezak becomes another comic casualty in this cloak and dagger calamity.

Schubert, a real Disney find, plays his first comedy role, and is truly Chaplinesque with his sight gags, while Ehrlich, as the heavy's heavy, carries on as a continental Slapsie Maxie Rosenbloom.

Suspense-Filled 'Emil and the Detectives' Gets the Walt Disney Comedy Touch

"Emil and the Detectives," a best-selling book for thirty-five years and one of the most internationally popular motion picture properties of our time, is now deftly brought to the screen by Walt Disney.

The action and suspense of the famous tale by German author Erich Kastner, is strongly sustained in the Disney picture, along with a great deal of well-paced comedy: a marvelous cliff-hanger with the lightest of Disney touches.

A few years ago, the famed Burbank producer filmed his wonderful comedy, "The Parent Trap," which was also based on a novel by Erich Kastner. Besides being a box office blockbuster, the picture completed Hayley Mills' climb to fame.

In color by Technicolor, "Emil and the Detectives," starring Walter Slezak, Bryan Russell and Roger Mobley, is a laugh-loaded satire on human nature, a subtle spoof on the popular foreign-intrigue and private-eye themes.

From the comic mystery opening scene, when a pint-sized pickpocket shadows a young victim — through a slambang man-hunt in colorful West Berlin by a force of juvenile sleuths — to the unexpected ending, the emphasis is on real excitement.

In bombed-out buildings, along dark, deserted streets, and in forbidding tunnels, tension builds like a burning fuse heading for a charge of TNT.

This edge-of-the-seat skulduggery has the polished and lovable heavy, Walter Slezak, as an underworld baron out for the express purpose of collecting a tidy profit from his Operation Banklift. A handsome Disney contractee, Bryan Russell, plays the title role of the fleeced youngster. Roger Mobley is the suave, all-knowing moppet who heads the detective band that takes up Emil's cause celebre, and a pert and pretty screen newcomer, Cindy Cassell, is a determined school reporter who follows close on their heels.

As a kind of Mutt and Jeff comedy team, Disney introduces German actors, Heinz Schubert and Peter Ehrlich, playing Slezak's partners in crime, Grundeis and Muller, who along with Slezak, make up the three crooks Disney calls "skrinks," one of the funniest trios in movie history.

"Emil and the Detectives" was directed by Peter Tewksbury. Peter Herald was associate producer. A J Carothers wrote the screenplay. Buena Vista releases.

DISNEY COINS WORD

A new word is about to be added to the glossary of English slang by that innovator among producers of entertainment, Walt Disney. You might say it's another first for a man whose history is packed with them.

The word is "skrink." It isn't in Webster's or Roget's, but is introduced to the English-speaking public in "Emil and the Detectives."

To demonstrate the word's versatility, the three skrinks in the Disney film, Walter Slezak, Heinz Schubert and Peter Ehrlich, rob a Berlin bank, a skrinky thing to do, and attempt to skrink away from Gustav and his helpers, who have been like a skrink in the side of the three skrinks.



Mat EM-2A

THE DETECTIVES—These are the good guys in Walt Disney's "Emil and the Detectives" who are on the trail of the bad guys (called "skrinks"). Bryan Russell, who plays the part of the detectives' "client," is at left. Roger Mobley, their leader, is next to him showing off his badge.



Mat EM-2B

THE SKRINKS—The bad guys are called "skrinks" in Walt Disney's Technicolor comedy-thriller, "Emil and the Detectives." The three skrinks here are, left to right, Peter Ehrlich, Walter Slezak and Heinz Schubert.

THE LOCATION

Berlin — at once the most talked about, most photographed, most written about and most modern city in the world — provided the locations for this colorful story.

Following Emil's worried footsteps, screen audiences will see for themselves the wide boulevard of the Kurfurstendamm with its luxurious shops, its beautiful flower beds its sleek cars and wealthy shoppers. Chasing the pickpocket, Grundeis, into a cafe, the camera tracks past one of the most impressive sights of Berlin, the almost surrealistic Gedachtniskirche (Memorial Church) built around the ruins of the city's tribute to the Kaiser Wilhelm.

The famous Cafe Kranzler, the historic fortress of the Zitadelle, the Zoo Park, the Hardenbergstrasse, in the heart of the business district, and the world renowned Kempinski Hotel all play their part in the story. Exciting shots of the Berlin underworld photographed in the seedy quarter near the former Potsdamerplatz, in the shadow of the infamous Berlin Wall, provide a startling contrast to Berlin's world of luxury.

POPULAR FILM PROPERTY

Every time the story of "Emil and the Detectives" has been told on the screen — and so far it has been made six times — it has proven ever more popular.

The picture has been filmed twice in German, the first in 1931, and for which the adaptation was made by the now famous producer-director, Billy Wilder, and again in 1954.

Gaumont British made an English version in 1935 under the same title, which was released as "Emil" in the United States. The Japanese filmed it in 1956 under the title of "Little Detective." There was even a Brazilian production in Portuguese called "Catch The Thief," released with Spanish sub-titles in South America in 1958.

The first German film is considered a "classic" for its time and is a favorite with audiences at New York's Museum of Modern Art.

"Emil and the Detectives" holds a movie record, but author Kastner has almost topped himself. His later novel, "Das Doppelte Lottchen" was filmed four times, in Germany, in Brazil and twice by American companies. And one of these versions was Disney's "The Parent Trap."

Grand Artist, Walter Slezak, Portrays Sophisticated Crook in Disney Comedy

The first time Walter Slezak raised his voice in a theatre he got a severe tongue lashing from his mother. Fifty years later he raised his voice in the same theatre, the New York Metropolitan Opera House, and received not punishment, but reward in money and applause.

In that fifty-year span, Walter developed from the excited little boy yelling to his father, the brilliant tenor Leo Slezak, to watch out for the snake in Mozart's "Magic Flute," to the accomplished actor, author, connoisseur, humorist, painter, traveler, musician, and noted lecturer on almost anything that pops into his razor-sharp, well-educated mind.

One of the highest paid speakers in the United States, Walter was tempted away from the podium by Walt Disney's offer to play the serio-comic role of "Baron," a sophisticated mastermind of the underworld, in Walt's latest comedy feature, "Emil and the Detectives." It is hard to imagine anyone but Slezak being both sinister and funny at the same time.

He alternately has been making audiences shudder with fright and rock with laughter for better than 35 years. Walter began his career as the juvenile lead in director Michael Curtiz's Viennese production of "Sodom and Gomorrah." Curtiz had spotted Slezak, then a discouraged medical student, sitting and sipping at a sidewalk cafe in the cathedral city, and offered him a chance to begin a career in acting.

After a number of leading roles in European pictures, Walter signed on with the Shuberts to star in their musicals. He made Broadway his home and starred in stage hits like "Music In The Air," "Ode To Liberty," "Meet My Sister," "May Wine," and "I Married An Angel."

In 1942, producer Leo McCarey called him to Hollywood for "Once Upon a Honeymoon" with Cary Grant and Ginger Rogers. Slezak stayed to do "This Land Is Mine" and "The Fallen Sparrow," then gave his most widely acclaimed performance as the menacing German U-Boat Captain in Alfred Hitchcock's "Lifeboat," which established



Mat EM-1A

WALTER SLEZAK

him as an acting talent without bounds. Among the many successful motion pictures in which he starred are "The Pirate," "The Inspector General," "Call Me Madam," and "Come September" with Rock Hudson.

In recent years he appeared on Broadway in "My Three Angels" and "Fanny."

Walter married Johanna Van Rijn, a singer, in 1934. Ingrid Elizabeth was born in 1945, Erika Alma in 1946, and Leo Lauritz Slezak in 1948.

Walter's love of family life stems from his own priceless experiences as a child with his mother and famous father. It was as a child in Europe that he rubbed elbows with kings and ambassadors, and developed a tireless devotion to the pursuit of the finer things in life. He grew up in the grandeur of good music, leisurely living and reflected glory, yet it was his determination to succeed on his own that has made him the well rounded artist he is today.

Little Man Named Heinz Schubert Makes Big Comic For Walt Disney

Charlie Chaplin tip-toed the thin line between pathos and humor, looked down and covered his eyes in mock-terror, then fell backwards into a heap of trouble and immortality as a comedian. Now a newcomer, Berlin-born Heinz Schubert, treads the same humorous line, manages to avoid everything except calamity, but always comes out a belly laugh ahead.

In Walt Disney's "Emil and the Detectives," the little German with big, bold checks on his suit, twitches his nose, shifts his eyes, and falls unceremoniously into the arms of the Berlin police.

Schubert, considered one of Germany's foremost character actors, came to the attention

THE PLOT

(Synopsis—Not for publication)

Emil Tischbein (BRYAN RUSSELL), a handsome ten-year-old, is on a bus bound for a holiday in postwar Berlin. Pinned inside his coat are 400 marks that his mother has placed there to be delivered to his grandmother. During the ride the boy falls asleep and Grundeis (HEINZ SCHUBERT), a petty crook who shares the seat with him, takes advantage of the situation and lifts the money.

When Emil discovers the marks are missing he pursues the thief to a cafe. He tries to get a Berlin policeman to arrest Grundeis, but is unsuccessful because of lack of evidence.

Gustav (ROGER MOBLEY), a sharp, little urchin, befriends Emil and offers the services of his young band of detectives to help recover the stolen money for a modest fee. Emil's inquisitive cousin, Pony (CINDY CASSELL), discovers the detectives' plans and attaches herself to the group.

The kids track Grundeis to a meeting with the notorious Baron (WALTER SLEZAK) and his accomplice, Muller (PETER EHRLICH), and learn that the trio are planning to rob a bank by digging a tunnel from the cellar of a bombed out building.

Trailing the three to the scene of the crime, the boys lose them inside the ruins. Emil accidentally stumbles into a cavity in the floor and plummets to the cellar of the building where he is captured by the Baron.

When the bank vault is blown open the Baron and Muller make off with the loot and double-cross Grundeis by sealing him and Emil in the tunnel with a charge of dynamite nearby, its fuse burning furiously. Gustav arrives in time to save the entombed couple.

The rest of the detectives alert hundreds of neighborhood children. They surround the escaping Baron and Muller and hold them until the police arrive.

Emil is given a reward from the bank for the return of the money, which he shares with his associates and his mother, who arrives in Berlin to find her son a hero.

of Disney's associate producer, Peter V. Herald, while serving a long-term contract with a Munich theatre company. Spotting Heinz's comic potential, Herald alerted Disney, who gave him a screen test.

When the tests were completed, Disney knew he had the comedy find of the year and the right man to play "Grundeis," a sneak thief who makes a living digging tunnels with a spoon as well as stealing.

Schubert is described by Disney director Peter Tewksbury as "one of the most outstanding actors I have worked with in recent years. He's a superb technician with a fantastic sense of timing and incredible control. Why no one has thought of casting him in a comedy role before, I shall never know."

In color by Technicolor, "Emil and the Detectives" stars Walter Slezak, Bryan Russell and Roger Mobley and features Cindy Cassell.



Mat EM-2C

"THE MOLE," played by Heinz Schubert, dips into the pocket of Bryan Russell, who is on a bus ride to adventure as Emil in Walt Disney's Technicolor comedy, "Emil and the Detectives."

WALT DISNEY'S 'EMIL' IS LOADED WITH EXCITING YOUNG TALENT

There was method behind Walt Disney's calculated move when he cast five rank amateur moppets as the sleuths in his latest comedy adventure, "Emil and the Detectives."

Walt chose the inexperienced, but talented youngsters to avoid the kind of overly-stylized, even precocious performances which are often delivered by some professional child actors. Hundreds of boys were interviewed before the difficult final choice was made.

Disney selected each player by matching personality and appearance to the type of character needed, then the boys were coached to merely play themselves in the picture.

In the two leading juvenile roles, much too extended and demanding for first-timers, Walt cast Bryan Russell in the title part, and Roger Mobley as the chief detective, both versatile youngsters with plenty of acting experience.

For the "professor," a pedantic chap in the story, who is impervious to his companion's jibes, Brian Richardson was selected. A twelve-year-old from Escanaba, Michigan, young Brian is a quiet, scholarly boy who has already written two novels and a collection of poems.

Bob Swann plays Hermann, the artist and errand boy who talks too much and almost spills the beans on the detective's latest oper-

ation. Bob, who is also twelve, was born in Stafford, Staffs, England, son of an American father and English mother. He is a complete extrovert, loves acting and all kinds of sports.

From Weedsport, New York, serious minded sixth-grader, David Petrychka, was assigned the part of Dienstag, who is forced to man headquarters as secretary and liaison officer for the movie's sleuths. The smallest of the group, he dotes on anything that smacks of science.

For the twins, Hans and Rudolf, whose combined energies make almost as many problems for their fellow detectives as they solve, Walt found Ron and Rick Johnson of Kane, Pennsylvania. The fourteen year olds are so identical that they cannot be told apart, unless one is able to compare the size of the chips on their two front teeth. Rick's main interest is food, Ron's is money, and since they share everything, including their enthusiasm for bowling, they get along just fine.

In color by Technicolor, "Emil and the Detectives" stars Walter Slezak, Bryan, Roger and features Cindy Cassell.



Mat EM-1B

"SKRINKING AROUND" the corner is this little skrink (bad guy) called "The Mole," played by Heinz Schubert in Walt Disney's Technicolor comedy-thriller, "Emil and the Detectives."



Mat EM-2D

MORE FUN than a basket of money is Walt Disney's "Emil and the Detectives." And that's what everyone is after in this scene from the Technicolor adventure-comedy. Shown here clinging to the loot are Walter Slezak and Peter Ehrlich.

Walt Disney's 'Emil' Star, Bryan Russell, Discovered in the Most Unlikely Way

In Hollywood, where everything is supposed to happen somewhat larger than life, Bryan Russell, star of Walt Disney's feature motion picture, "Emil and the Detectives," proved an exception to the unwritten rule and made his way into the limelight in the most unimaginative manner.

The handsome 11-year-old, who today has more than thirty television shows and half a dozen movies under his belt, was simply playing in his front yard when a TV casting director happened by, saw the personable boy, and set in motion the means of getting him on a TV commercial.

The discovering director's acumen was immediately borne out. The one appearance brought an avalanche of casting calls and Bryan was launched. It was his good looks and his kid-next-door air that solved a difficult casting problem when Disney started production for "Emil and the Detectives," a light-hearted whodunnit, set in West Berlin and well embroidered with suspense and laughter.

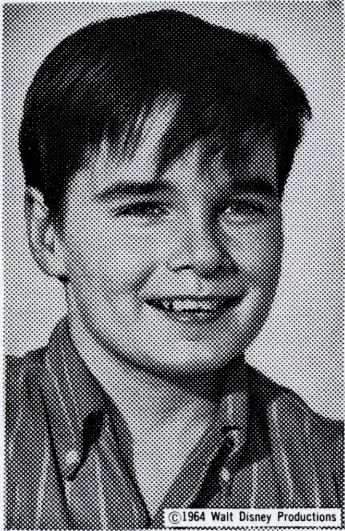
Walt and his director, Peter Tewksbury, needed to avoid the stereotyped child actor. And yet film experience was also a requirement. A series of screen tests brought Bryan to the fore in Disney thinking, and finally to the role of Emil.

"Bryan has great powers of concentration and is quickly absorbed in his work," says Tewksbury, a decided Russell booster. "The part proved a real tour de force for him, as he is scarcely off the screen during the entire picture. He's very receptive to direction which helped make my job a relatively easy one, at least, where he was concerned."

Born in Los Angeles, Bryan comes from a family well versed in the ways of show business. His mother is a former concert pianist and his father is operatic tenor Talmadge Russell. Bryan's older sister Jeanne, is well known to TV viewers for her role of Margaret in the "Dennis the Menace" series.

Whenever practicable, the entire family attends Bryan's location filming assignments, as was the case during the shooting of "Emil" in Germany.

Bryan made his screen debut in another Disney picture, "Babes In Toyland," which was quickly fol-



Mat EM-1C

BRYAN RUSSELL

lowed by appearances in "Safe At Home," "The Wonderful World of the Brothers Grimm" and "How The West Was Won." In "Bye, Bye Birdie" he played Ann-Margaret's kid brother and was prominently featured in M-G-M's "A Ticklish Affair" before his location trek to Berlin for "Emil." Being an ardent baseball buff, one of his favorite roles was in Columbia's "Safe At Home" with diamond greats Mickey Mantle and Roger Maris.

When approached with the familiar question: "What do you want to be when you grow up?" he admits that he would like to be an engineer or an architect, but there is the strong possibility too, that he may become a professional baseball player.

"I might also make a good actor's agent," Bryan said, "I got my sister Jeanne her first TV show, 'Dennis the Menace.' I tried out for a part but the producer said I was too young. As I left the office I heard him say that he was looking for a girl about a year older than me for the part of Dennis' girl friend. 'How about my sister?' I asked. They saw her and she got a running role in the series."



Mat EM-2E

BUNGLERS BEHIND BARS still enjoy the luxury of a good cigar in Walt Disney's Technicolor adventure-comedy, "Emil and the Detectives." That's Walter Slezak puffing away, flanked by Heinz Schubert, right, and Peter Ehrlich.

Action and Suspense Key New Disney Comedy-Adventure Feature, 'Emil'

To sustain action and suspense on the screen for ninety some odd minutes is always a neat trick for the most seasoned of producers. Walt Disney not only nicely manages the entertaining feat in his feature production, "Emil and the Detectives," starring Walter Slezak, Bryan Russell and Roger Mobley, but blends in an equal amount of deft comedy that sets this movie apart as the most unusual in hilariously funny and thrillingly paced screen fare.

From the comic-mystery opening scene, when a pint-sized pickpocket shadows a young victim, through a slam-bang man-hunt in colorful West Berlin by a force of young sleuths, to the unexpected cliff-hanger ending, the emphasis is on excitement.

In bombed-out buildings, along dark, deserted streets, and in forbidding tunnels, ten-

sion builds like a burning fuse heading for a charge of TNT — and there is a scene in the picture where a live fuse does just that, and causes some considerable funny confusion along the way.

This cloak-and-dynamite skulduggery is headed by the polished Walter Slezak as an underworld baron who surrounds himself with no-accounts for the express purpose of collecting a tidy profit from his Operation Banklift. Peter Ehrlich and Heinz Schubert play Slezak's partners in crime as a kind of Mutt and Jeff comedy team.

Disney contractee Bryan Russell stars in the title role and Roger Mobley enacts the head of a detective band that takes up Emil's cause celebre.

In color by Technicolor, "Emil and the Detectives" stars Slezak, Bryan and Roger and features Cindy Cassell. The picture was directed by Peter Tewksbury for Walt Disney with Peter Herald as associate producer. A J Carothers wrote the screenplay based on Erich Kastner's famous story. Buena Vista releases.



Mat EM-1D

AS MUCH FUN as the traffic will bear is packed into Walt Disney's "Emil and the Detectives." Here is Emil, played by Bryan Russell, demonstrating this point in a scene from the Technicolor comedy-thriller.

DISNEY COINS WORD, 'SKRINK,' IN LATEST FUN FEATURE

A new word is about to be added to the glossary of English slang by that innovator among producers of entertainment, Walt Disney. You might say it's another first for a man whose history is packed with them.

The word is "skrink." It isn't in Webster's or Roget's, but is introduced to the English-speaking public in Walt's very, very funny feature, "Emil and the Detectives."

Disney had scriptwriter A J Carothers coin the expression and give it to Gustav, played by Roger Mobley, a glib street urchin and leader of his own detective agency.

Originally it was Gustav's alone, his catch-all for those bothersome things that make a young detective's day less than perfect. But as Walt sees it, everybody should be able to use this valuable term, for everything from wet feet to a cold in the head.

What is a skrink? It's a versatile term for anything skrinky, which is to say sneaky, criminal, cowardly, underhanded, worthless, good-for-nothing.

Used in many forms, it is conjugated — skrink, skrank, skrun. In noun form it means the quality or state of being skrinky. Running skrinkily

will never win a race, but a skrinky race is only for skrinky and not worth running.

To demonstrate the word's versatility, three skrinky in the Disney film rob a Berlin bank, a skrinky thing to do, and attempt to skrink away from Gustav and his helpers, who have been like a skrink in the side of the three skrinky.

In color by Technicolor, "Emil and the Detectives" stars Walter Slezak, Bryan Russell and Roger Mobley and features Cindy Cassell. The picture was directed by Peter Tewksbury for Walt Disney with Peter Herald as associate producer. A J Carothers wrote the screenplay based on Erich Kastner's famous story. Buena Vista releases.

Cindy Cassell Turns Pro Actress And Becomes Walt Disney Star

Cinderella's rise from kitchen to castle has nothing on the story of 13-year-old Cindy Cassell, the young lady transformed, in just four short weeks, from a lass in a children's little theatre to an actress with the femme lead in Walt Disney's production of "Emil and the Detectives."

Disney opened auditions for the part of Pony Heimbald precisely one month after freckle-faced Cindy cajoled her father, actor Wally Cassell into finding an agent for her. Over 900 applicants were screened and when Cindy was chosen, director Peter Tewksbury proclaimed the cute button-nose newcomer as a "baby Rosalind Russell."

Despite her lack of professional experience, Cindy fitted perfectly into the role of a shrewd but vexatious high school newspaper reporter with a nose for news, who hovers around a group of young amateur sleuths like the plague. Pony obstinately maintains her composure despite the pleas and threats of her cousin and friends to stop trailing them, and finally proves her worth with a big assist at the most crucial part of the caper.

Cindy is very much at ease in the role of the only girl among a group of adventurous boys. Her poise comes from years of appearing in piano and dance recitals, and on little theatre stages. But her decision to "turn professional" was her own, motivated by a desire to test her talent in the more challenging roles that come only with professional productions. The timing was perfect and, happily for Cindy, her wish came true after the first audition for Disney.

In color by Technicolor, "Emil and the Detectives" stars Walter Slezak, Bryan Russell and Roger Mobley and features Cindy.



Mat EM-1E

PEEK-A-BOO — Cindy Cassell turns the tables on a spying "detective" in Walt Disney's "Emil and the Detectives." Walter Slezak stars in the Technicolor comedy-thriller.



Mat EM-2F

SUPER SLEUTHING gets the comedy treatment in this scene from Walt Disney's "Emil and the Detectives." Here one of the "detectives" shows a "portrait" of a skrink (bad guy) to Emil, who is played by Bryan Russell.

Walt Disney Adapts Second Kastner Story for 'Emil and the Detectives'

During his illustrious career, German author Erich Kastner has amassed an enormous following around the world. One of his most ardent fans, Walt Disney, has made two of Kastner's novels into motion pictures.

The first Disney-Kastner collaboration was "The Parent Trap," an adaptation from the original "Das Doppelte Lottchen." The happy result was Disney's biggest box-office hit ever.

Disney's newest comedy, "Emil and the Detectives," starring Walter Slezak and eleven-year-old Bryan Russell is based on Kastner's international best seller.

The book describes a boyhood detective agency's attempts to recover a young client's stolen money, which leads to the discovery of a plot to rob a large bank in Berlin.

As with "The Parent Trap," the Disney touch has added to the story some uproariously funny sight gags while maintaining the sharp Kastner insight into human nature.

In color by Technicolor, "Emil and the Detectives" stars Walter Slezak, Bryan Russell and Roger Mobley and features Cindy Cassell. The picture was directed by Peter Tewksbury for Walt Disney with Peter Herald as associate producer. A J Carothers wrote the screenplay based on Erich Kastner's famous story. Buena Vista releases.

A Tailor-Made Set Causes Funny Problem for Slezak

If an actor has a set built around him it's a sure sign of star status. Walter Slezak, star of Walt Disney's "Emil and the Detectives," received precisely that kind of treatment from the Disney crew.

In Slezak's case it was a pipe, through which the rotund veteran of Broadway, Hollywood, radio and TV is supposed to slide en route to an underground bank vault, which he and his henchmen are to rob.

The pipe, of course, was tailored to Walter's girth before production began, and it fit so snugly that he had to squirm a little to get through it.

But several weeks later, when the scene was set for filming, Walter had changed weight enough to create a decidedly bad fit. He went through with the pipe bit anyway, and his real struggles to get to his bank vault were so funny they've been left right in the picture.

Director Tewksbury Demonstrates Every Move for 'Emil' Cast

Peter Tewksbury's entire cast might have been from Missouri, the way he showed them every stunt and move during filming of Walt Disney's zany feature motion picture, "Emil and the Detectives."

None were from the show-me-state, but that didn't faze one of the industry's best and most dedicated directors.

Crawling on his stomach, walking into walls, and falling down stairs, Tewksbury taught the art of slapstick to young Roger Mobley, Heinz Schubert and Peter Ehrlich, and never complained of aching bones.

For one scene, which finds Roger Mobley stealthily shadowing a group of crooks, Tewksbury repeatedly stumbled and fell down a flight of stairs until he was sure 14-year-old Mobley could accomplish it. Which he did, in one try.

In a Disney-built sewer, complete with water and dirt, Tewksbury was found tumbling from an iron sewer pipe into a muddy pool below, then sloshing around in it until everybody got the idea.

With all of Peter's exuberance, there are some things he just couldn't demonstrate. When it came time for Peter Ehrlich to hoist Walter Slezak's 260 pounds and carry him across another sewer pipe, the slight Tewksbury saved his back and laughed some of the aches out of his system watching.

A DISNEY SKRINK BY ANY OTHER NAME IS STILL HILARIOUS

Those who think they might shrink, like a fink, from a skrink should see Walt Disney's latest, greatest feature-length comedy, "Emil and the Detectives."

What is a skrink? A skrink can be many things; a flat tire on the freeway perhaps, or rain the day of the game, a finger in the eye, a toothache, a hole in the boat.

Skrinks come in assorted sizes and shapes. Some can be held in the palm of your hand, others are so big that only dark cellars can hold them. In Disney's gag-filled picture they happen to take the shape of bank robbers, one with a teaspoon for digging tunnels, another with a muscle-bound brain, and the third with a picnic basket for carrying stolen money.

Skrinks like: caviar, dynamite, short fuses, mud in the eye, skulduggery, and swimming in sewers.

Skrinks sound like: a hand-made tunnel collapsing, a 1937 Mercedes Benz backfiring, an all-girl orchestra oom-pahing in a German beer hall, or a fortune in money blowing away in the breeze.

Skrinks can: tell the difference between nitro-glycerin and wine, sometimes.

Skrinks can't: stay out of trouble, keep from making movie fans laugh.

Parents preach about them, children follow them, waiters dislike them, policemen take pictures of them, and Walt Disney pits them against a band of grade school undercover agents in his cloak and dagger feature motion picture.

In the Disney spoof, skrinks are very funny things.

In color by Technicolor, "Emil and the Detectives" stars Walter Slezak, Bryan Russell, Roger Mobley and features Cindy Cassell. The picture was directed by Peter Tewksbury for Walt Disney with Peter Herald as associate producer. A J Carothers wrote the screenplay based on Erich Kastner's famous story. Buena Vista releases.



Mat EM-1F

HEAD "SKRINK" (that means bad guy) Walter Slezak is searching for Emil in Walt Disney's Technicolor comedy-thriller, "Emil and the Detectives," a fun-filled adventure film about a bungled bank job.



Mat EM-2G

BASEMENT BANQUET is enjoyed by Walter Slezak and Peter Ehrlich in this off-beat scene from Walt Disney's Technicolor comedy-thriller, "Emil and the Detectives." The festivities are part of a hilariously bungled bank job, which supplies both the thrills and the comedy.

Roger Mobley, Star of Disney's 'Emil,' Set Up His Own Command Performance

Roger Mobley, 14-year-old star of Walt Disney's "Emil and the Detectives," answered his first command performance at the age of three. The command, however, came from the precocious little tyke himself.

It was at a church concert featuring his older brother and sister that Roger left the audience to join them in singing a song he knew by heart. The family trio formed a repertoire of 120 songs, and two years later sang at the inauguration of Indiana's Governor Craig.

Young Disney Actor Bryan Russell Takes Hayley's Cue

In 1961, Walt Disney's "The Parent Trap," based on Erich Kastner's "Das Doppelte Lottchen," gave Miss Hayley Mills international prominence as an actress.

Now, Disney's new comedy adventure, "Emil and the Detectives," based on another best selling Kastner book, may do the same thing for young Bryan Russell as an actor.

Russell, now 11 years old and a veteran of a half dozen movies and several TV shows, follows in Hayley's footsteps by being awarded a long-term Disney contract after work in only one movie for the studio.

In "Emil and the Detectives," the talented newcomer plays Emil, a 10-year-old who is robbed of 400 marks during his first solo trip to Berlin to visit relatives and tries, with the aid of some new friends, to recover the money.

Bryan's portrayal of a child with unwavering determination and boundless imagination is so close to the original concept of Emil, that his director, Peter Tewksbury, was moved to comment, "Bryan is one of those rare people who are born actors and respond wonderfully to direction. He certainly is an actor beyond his experience."

Four years ago, Hayley Mills first received similar accolades.

In color by Technicolor, "Emil and the Detectives" stars Walter Slezak, Bryan, Roger Mobley and features Cindy Cassell. The picture was directed by Peter Tewksbury for Walt Disney with Peter Herald as associate producer. A J Carothers wrote the screenplay based on Erich Kastner's famous story. Buena Vista releases.

With such a zealous beginning, it is little wonder trouper Mobley is today a veteran of more than 50 television shows and six motion pictures.

Roger was seven years old when the family left Evansville, Indiana, and moved to Whittier, California. When the singing trio appeared on the Ted Mack Show, a talent scout in the audience spotted Roger's potential as an actor, signed him, and handed him the leading role in his first TV show, the internationally popular "Fury."

Working with many show business greats has given Roger a lifetime of acting experience in a few short years, but has not curtailed his activities as a growing American boy. Between acting assignments, Roger managed to master the drums, piano, ukelele, and guitar, while becoming a rabid Dodger fan and participating in high school football and baseball.

His six brothers and sisters have kept his success in all these activities from going to Roger's head. Yet he has developed a polish beyond his years, a prime requisite for the Disney role of Gustav, 14-year-old chief of a band of Berlin boys who puts a dragnet across that German city to recover a wad of money stolen from a visiting country lad.

Roger's TV credits run the gamut from comedy to heavy drama and include appearances on "Wagon Train," "Gunsmoke," "The Donna Reed Show," "Bachelor Father," "Dr. Kildare," "Ben Casey," and "Alcoa Premiere." Two of his latest movies are "Dime With a Halo" and "Comancheros" with John Wayne. His biggest break was an appearance on "Walt Disney's Wonderful World of Color," where the Burbank producer immediately recognized him as "Gustav."



Mat EM-2K

THE LOOT makes these two skinks (bad guys) forget temporarily that Emil is hot on their trail in Walt Disney's Technicolor comedy-thriller, "Emil and the Detectives." At left is Peter Ehrlich and at right is Heinz Schubert.

New Walt Disney Film Story, 'Emil,' Ranks with Classics like 'Tom Sawyer'

When the erudite London Times, oracle for all things literary, put "Tom Sawyer," "Huckleberry Finn," "Treasure Island" and "Robinson Crusoe" on its list of the best hundred children's stories ever published, it was careful not to omit "Emil and the Detectives," the Erich Kastner novel on which Walt Disney's feature motion picture is based.

In fact, "Emil" sat near the top and, in the thirty-five years since it first appeared in print, it has become an international classic.

It was first published in Germany in 1929, but since that memorable date it has appeared in twenty-seven other languages, and has sold a record 1,500,000 copies all over the world. During the Hitler regime it was confiscated, but quickly returned to its former prominence after World War II.

Disney's movie version of "Emil and the Detectives" is a laugh-loaded satire on human nature. The popular book has been filmed previously, including versions in German and Japanese. Kastner's original has also been adapted for the stage in London and Berlin.

In 1960, Kastner's book received the Hans Christian Andersen Award, the highest international tribute given for excellence in children's books.

Slezak's 'No Good' Career Forecast by his Father

When Walter Slezak, star of Walt Disney's "Emil and the Detectives," turned to motion picture acting for a career, his father predicted that leading a screen actor's life of "paid idleness" would turn Walter into a "no good."

And indeed it has. That is, during his illustrious career in Europe, on Broadway, and in Hollywood, he has played some real nefarious characters.

A list of some of the roles he has essayed over the years reads like the honor roll at the Black Museum.

For Disney, Walter is the Baron, an underworld mastermind who stumbles through a series of comic capers while trying to blast his way into an underground bank vault, proving to be a no-good crook again — and a fine comedian.

WALTER SLEZAK PLIES GOURMET HOBBY IN WALT DISNEY FILM

Walter Slezak, exceptionally talented actor, author and lecturer, is also an epicurean with the good fortune of being able to apply his knowledge of food to the story in Walt Disney's comedy adventure, "Emil and the Detectives," in which he stars.

Playing the "Baron," an aristocrat of the underworld, Slezak sits at length in a dank, underground tunnel watching a complaining assistant in crime dig toward a bank vault and untold riches while he dines delicately on caviar and vintage wine.

As might be expected, Slezak the gourmet, insisted on following the script to the letter, and spent the two days required to record the sequence consuming three and a half pounds of caviar, and washed it down with his favorite wine.

In between takes, Walter told of the fun he has had over the years with his favorite subject. He has collected hundreds of amusing anecdotes about famous people and their eating idiosyncrasies. In fact, he plans to publish this collection along with Slezak-tested recipes for the dishes concerned.

In color by Technicolor, "Emil and the Detectives" stars Slezak, Bryan Russell and Roger Mobley and features Cindy Cassell. The picture was directed by Peter Tewksbury for Walt Disney with Peter Herald as associate producer. A J Carothers wrote the screenplay based on Erich Kastner's famous story. Buena Vista releases.

Bryan Russell, Star Of Disney's 'Emil,' Leads Two 'Careers' At Age Eleven

In the eleven years of his life, Bryan Russell has successfully launched two careers, one as an actor with a long-term Walt Disney contract and the title role in Disney's "Emil and the Detectives," the other as an agent with two clients.

Bryan's acting credits include many top TV shows and a half dozen motion pictures, among which are "Bye Bye Birdie," and "The Wonderful World of the Brothers Grimm," but he enjoys his agent's "commission" more than the fame his acting is beginning to bring to him.

Three years ago, when he heard that the part of Dennis the Menace's girl friend was open, Bryan told the producer about his sister, Jeanne, and she got the role within days.

Now Bryan is working on his mother's show business career. A former concert pianist, Mrs. Russell has been concentrating on raising her two talented children. Nevertheless, she made her film debut in the Disney comedy, thanks to Bryan's suggestion that his pretty mother take the place of an ailing extra.

Needless to say, Mrs. Russell was thrilled even with a walk-on part, so she gave her agent-son his first commission, a huge whipped cream cake. The reward was devoured by Bryan and the seven other growing children in the cast so rapidly that Mrs. Russell good naturedly promised to keep the "commissions" coming.

In color by Technicolor, "Emil and the Detectives" stars Walter Slezak, Bryan and Roger Mobley and features Cindy Cassell. The picture was directed by Peter Tewksbury for Walt Disney with Peter Herald as associate producer. A J Carothers wrote the screenplay based on Erich Kastner's famous story. Buena Vista releases.



Mat EM-2H

THE "DETECTIVES" are hot on the trail of a basket of bank loot in Walt Disney's Technicolor comedy-adventure, "Emil and the Detectives." Trying to make their getaway are Walter Slezak and Peter Ehrlich.

'Emil and the Detectives' Is Family Film Fare Filled with Funny Surprises

Prepared Review

Family movie buffs who like their film fare on the highly original and suspenseful side — and who doesn't? — have something of a surprise to look forward to in the way of excitement now that Walt Disney's comedy adventure, "Emil and the Detectives" has begun its run at the Theatre.

The picture, in color by Technicolor, stars Walter Slezak and youngsters Bryan Russell, Roger Mobley and Cindy Cassell, and is based on the famous Erich Kastner story that has fascinated readers all over the world for close to forty years. This, incidentally, is the second Kastner novel that Disney has adapted to the wide screen. Three years ago he based his smash hit, "The Parent Trap," on another of the author's works.

All the wonderful ingredients that made the earlier attraction such a hit have been incorporated into this one.

The picture was filmed in West Berlin where the story takes place, and is the first of a non-political nature to be made in that city since World War II. Its background provides the necessary atmosphere for Emil's exploits as he chases about the area, like a boyish James Bond, trying to locate the crook that lifted him of a large sum of money. In his travels he stumbles upon a more sinister plot that involves a trio of notorious and most-wanted masterminds of the Berlin underworld who are out to raid a bank.

Emil links up with a brash street urchin, Gustav, who offers the services of his band of young detectives to help him. Unable to convince the police of the planned robbery, the children set to work to trap the thieves, and in doing so get involved in a series of almost unbelievable cliff-hanger adventures.

As the Baron, the leader of the daring bank hoist, veteran stage and screen star Walter Slezak delivers another polished performance that is both threatening and comical.

Handsome young Disney contractee, Bryan Russell, gives a winning portrayal in the title role, and Roger Mobley is fine as the head kid detective. Cindy Cassell, a pretty 14-year-old newcomer to pictures, is perfect in the part of a stalwart school reporter who shadows Emil and his pals in search of a scoop.

A couple of German comics, Heinz Schubert and Peter Ehrlich, prove ideal buffoon sidekicks to Slezak. Making up the well cast detective staff, in their movie bows, are Brian Richardson, David Petrychka, Robert Swann and identical twins Ron and Rick Johnson. Effective performances are turned in by Ann Noland, as an interfering teenager, attractive Eva-Ingeborg Scholz as Emil's mother, and Elsa Wagner as a worried grandmother.

Peter Tewksbury, internationally known as a highly effective director, is no less so in this instance, working with the screenplay by A J Carothers, a veteran Disney scenarist.

Gunther Senftleben's photography deftly captures the changing moods of the atmospheric adventure, and the sound track's melodic score, contributed by Heinz Schreiter, greatly enhances the action.

Peter Herald was associate producer for Disney. Buena Vista releases.



Mat EM-2J

HIGH-LARIOUS fun is created by Emil, played by Bryan Russell (with arm over railing) and a band of self-appointed detectives in Walt Disney's Technicolor comedy-thriller, "Emil and the Detectives."

LOOKING AHEAD

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A family you'll never forget!



*Together – they laughed, loved and fought ...
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but the kids turn it into a comical calamity!

WALT DISNEY presents
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starring
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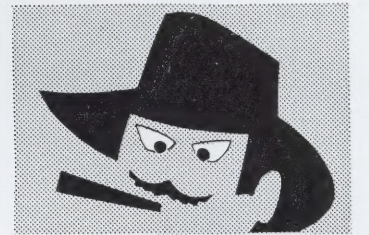
Screenplay by AJ CAROTHERS · Based on the novel by ERICH KÄSTNER · Associate Producer PETER V. HERALD · Directed by PETER TEWKSBURY
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T H E A T R E

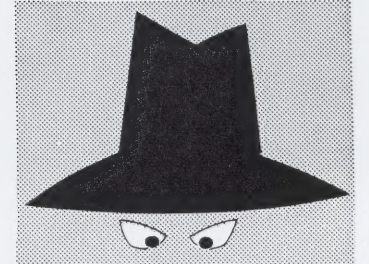
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Skrink #1—THE BARON



Skrink #2—BIG MULLER



Skrink #3—THE MOLE

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EMIL AND THE DETECTIVES
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starring
 WALTER SLEZAK
 BRYAN RUSSELL
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T H E A T R E

Mat 101 100 lines (7 inches)

WANTED: 3 SKRINKS

WALT DISNEY presents
EMIL AND THE DETECTIVES
 TECHNICOLOR®

**REWARD
 A MILLION LAUGHS!**

Released by BUENA VISTA Distribution Co., Inc. · ©1964 Walt Disney Productions

Mat 305 90 lines (6 inches)

THE ZANIEST CRIME COMEDY OF THE YEAR!

WALT DISNEY presents
EMIL AND THE DETECTIVES

Released by BUENA VISTA Distribution Co., Inc.

T H E A T R E

Mat 205 50 lines (4 inches)

Laugh it up in Loots-ville!

WANTED: THREE SKRINKS

REWARD MILLION LAUGHS!

WALT DISNEY presents
EMIL AND THE DETECTIVES
 starring
 WALTER SIEZAK · BRYAN RUSSELL
 ROGER MOBLEY · CINDY CASSELL

Screenplay by AJ CAROTHERS · Based on the novel by ERICH KÄSENER · Associate Producer PETER V. HERALD · Directed by PETER TEMKSBURY **TECHNICOLOR®**
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T H E A T R E

Look to the name WALT DISNEY for the finest in family entertainment!

Mat 302 303 lines (22 inches)

Look to the name WALT DISNEY for the finest in family entertainment!

Mat 203 200 lines (14 inches)

It's Fun on the Run!

WALT DISNEY presents
EMIL AND THE DETECTIVES
 starring
 WALTER SIEZAK · BRYAN RUSSELL
 ROGER MOBLEY · CINDY CASSELL

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T H E A T R E

Mat 104 50 lines (4 inches)

IT'S THE ZANIEST CRIME COMEDY OF THE YEAR!

WALT DISNEY presents

EMIL AND THE DETECTIVES
 starring
 WALTER SIEZAK · BRYAN RUSSELL
 ROGER MOBLEY · CINDY CASSELL

Screenplay by AJ CAROTHERS · Based on the novel by ERICH KÄSENER · Associate Producer PETER V. HERALD · Directed by PETER TEMKSBURY

TECHNICOLOR®
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Mat 403 160 lines (11 inches)

Laugh
it
up
in
Loots-
ville!

WANTED: THREE SKRINKS



REWARD MILLION LAUGHS!

starring **WALTER SLEZAK · BRYAN RUSSELL · ROGER MOBLEY ·**
 Screenplay by AJ CAROTHERS · Based on the novel by ERICH KASTNER · Associate Producer PETER V. HERALD · Dir.
 Released by BUENA VISTA Distribution Co., Inc. · ©1964 Walt Disney Produc

T H E A T R E

Look to the name WALT DISNEY for the finest in family entertainr

Mat 303 261 lines (19 inches)

Increase Interest by running an underline campaign during your previous engagement. All slugs are available on Mat EM-3X

Coming! WALT DISNEY'S **EMIL** and the **DETECTIVES** TECHNICALOR

NEXT ATTRACTION WALT DISNEY'S **EMIL** and the **DETECTIVES** TECHNICALOR

NEXT ATTRACTION WALT DISNEY'S **EMIL** and the **DETECTIVES** TECHNICALOR

Coming! WALT DISNEY'S **EMIL** and the **DETECTIVES** TECHNICALOR

Mat EM-3X **NEXT—** WALT DISNEY'S **EMIL** and the **DETECTIVES**

TECHNICOLOR®

WALTER SLEZAK
 BRYAN RUSSELL
 ROGER MOBLEY · CINDY CASSELL

Screenplay by AJ CAROTHERS · Based on the novel by ERICH KASTNER

The following cast and production credits shall be displayed, in the order and size indicated, in all advertising and paid publicity (other than group list, teaser, trailer, special advertising and advertisements of EIGHT (8) COLUMN INCHES OR LESS). The percentage size designated for each name indicates its percentage size of the title, unless otherwise indicated. The title size of 100% is determined by the average height of the letters in the title.

WALT DISNEY	Approx. 75% preceding cast names and title.
Presents	Use obligatory in all advertising.
EMIL AND THE DETECTIVES	100%
Starring	75% of the size of type used to display Walt Disney's name OBLIGATORY.
(1) WALTER SLEZAK	1st Starring Position.
(2) BRYAN RUSSELL	Same size type used to display Walter Slezak's name. 2nd Starring Position.
(3) ROGER MOBLEY	50% of the size of type used to display Walt Disney's name. 3rd Starring Position.
(4) CINDY CASSELL	Same size type used to display Roger Mobley's name. 4th Starring Position.
Screenplay by A J CAROTHERS	15% of title, 3 1/2" on 24-sheets.
Based on the novel by ERICH KASTNER	Approx. 5%. Readable type.
Associate Producer PETER V. HERALD	15% of title, 3 1/2" on 24-sheets.
Directed by PETER TEWKSBURY	15% of title, 3 1/2" on 24-sheets.
TECHNICOLOR®	25%
Released by BUENA VISTA DISTRIBUTION CO., INC.	Approx. 5%. Use desirable. Small readable type all ads, except where space limitation precludes use.
©1964 Walt Disney Productions	Obligatory in all advertising. Small readable type acceptable.



WALT DISNEY presents

EMIL AND THE DETECTIVES

starring
WALTER SLEZAK
BRYAN RUSSELL
 ROGER MOBLEY · CINDY CASSELL

TECHNICOLOR®
 Screenplay by AJ CAROTHERS Based on the novel by ERICH KÄSTNER
 Associate Producer PETER V. HERALD Directed by PETER TEWKSBUURY
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T H E A T R E

Look to the name WALT DISNEY for the finest in family entertainment!

Mat 201 174 lines (12 inches)

The Zaniest Crime Comedy of the year!

WALT DISNEY presents

EMIL AND THE DETECTIVES

TECHNICOLOR® Released by BUENA VISTA Distribution Co., Inc. • ©1964 Walt Disney Productions

Mat 206 28 lines (2 inches)

Headline slugs on all your pre-opening ads. 4-column sizes, are available on Special Mat 4C.

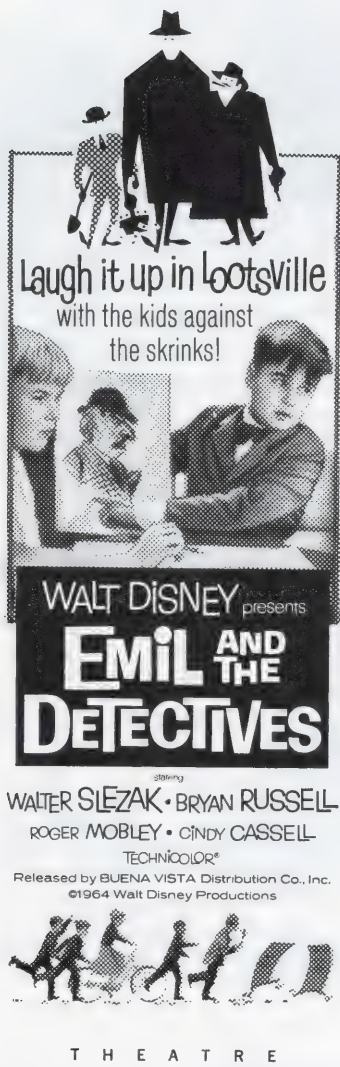
s WEDNESDAY!

ts THURSDAY!

arts FRIDAY!

s TOMORROW!

s CHRISTMAS DAY!



Laugh it up in Lootsville
with the kids against
the skinks!

WALT DISNEY presents
**EMIL AND THE
DETECTIVES**

starring
WALTER SLEZAK • BRYAN RUSSELL
ROGER MOBLEY • CINDY CASSELL
TECHNICOLOR®
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T H E A T R E

Mat 105 80 lines (6 inches)

AGAIN

...in a
that be
comical

W
DIS



Look to the na
WALT DISNE
for the finest
family entertain

Mat 401 348



A COPS-AND-ROBBERS COMEDY...
with the kids against the skinks!

WALT DISNEY
presents
**EMIL AND THE
DETECTIVES**

starring
WALTER SLEZAK • BRYAN RUSSELL
ROGER MOBLEY • CINDY CASSELL
TECHNICOLOR® Released by BUENA VISTA Distribution Co., Inc. • ©1964 Walt Disney Productions

T H E A T R E

Mat 208 100 lines (7 inches)

The Big Bank Robbery...

is badly botched by a bunch of bungling buffoons!

WALT DISNEY presents

EMIL AND THE DETECTIVES



starring
WALTER SLEZAK · BRYAN RUSSELL
ROGER MOBLEY · CINDY CASSELL

Screenplay by AJ CAROTHERS Based on the novel by ERICH KÄSTNER
Associate Producer PETER V. HERALD Directed by PETER TEWKSBURY

Released by BUENA VISTA Distribution Co., Inc. ©1964 Walt Disney Productions TECHNICALCOLOR®

T H E A T R E

Look to the name
WALT DISNEY
for the finest in
family entertainment!

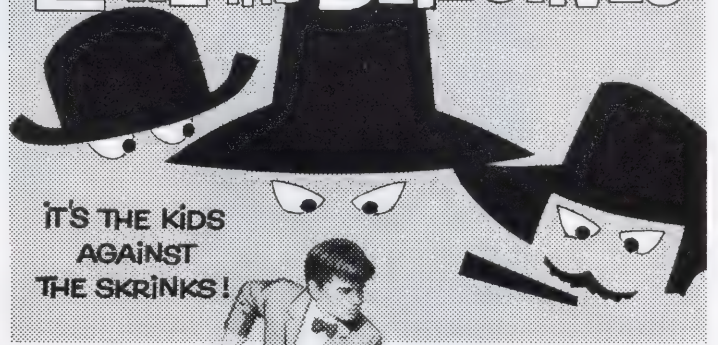
Mat 304 198 lines (14 inches)

Laugh it up in Lootsville!



WALT DISNEY presents

EMIL AND THE DETECTIVES



IT'S THE KIDS
AGAINST
THE SKRINKS!



starring
WALTER SLEZAK
BRYAN RUSSELL
ROGER MOBLEY
CINDY CASSELL

Screenplay by AJ CAROTHERS Based on the novel by ERICH KÄSTNER
Associate Producer PETER V. HERALD Directed by PETER TEWKSBURY
Released by BUENA VISTA Distribution Co., Inc. ©1964 Walt Disney Productions

TECHNICALCOLOR®

T H E A T R E

Look to the name
WALT DISNEY
for the finest in
family entertainment!

Mat 204 150 lines (11 inches)

MAKE YOUR HOLDOVER AD SHOUT

by using these special slugs
at the top of each one!

2nd WEEK OF FUN AND ADVENTURE!

HELD OVER FOR ANOTHER FUN-FILLED WEEK!

A 2nd WEEK OF HOLIDAY FUN!

**HELD OVER
FOR A 2nd
BIG WEEK!**

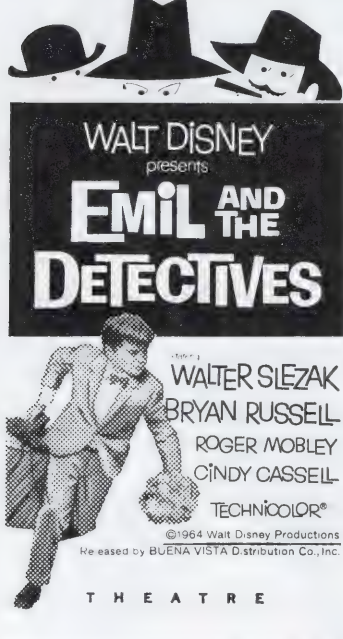
**HELD
OVER!**



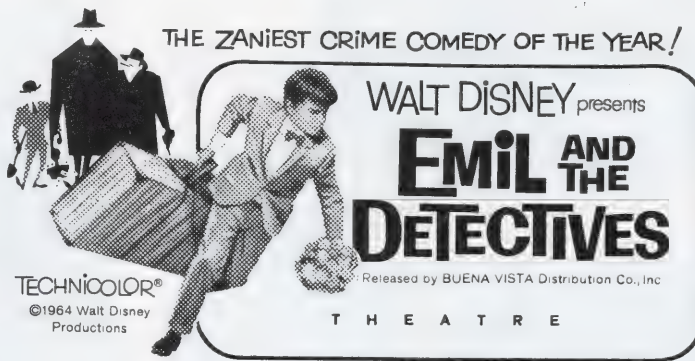
ALL HOLDOVER SLUGS ARE ON
Mat EM 4X

SPECIAL COMPOSITE MAT EM # 1

It's Fun on the Run!



50 lines (4 inches)

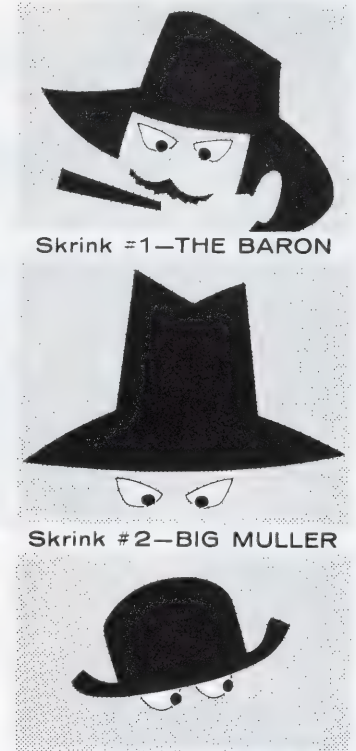


50 lines (4 inches)



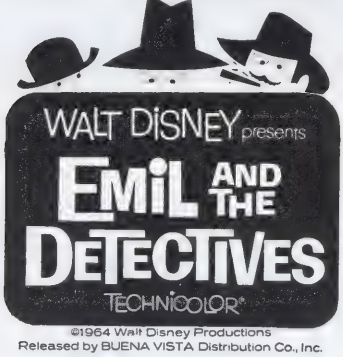
14 lines (1 inch)

WANTED: 3 SKRINKS!
for lighthearted larceny!

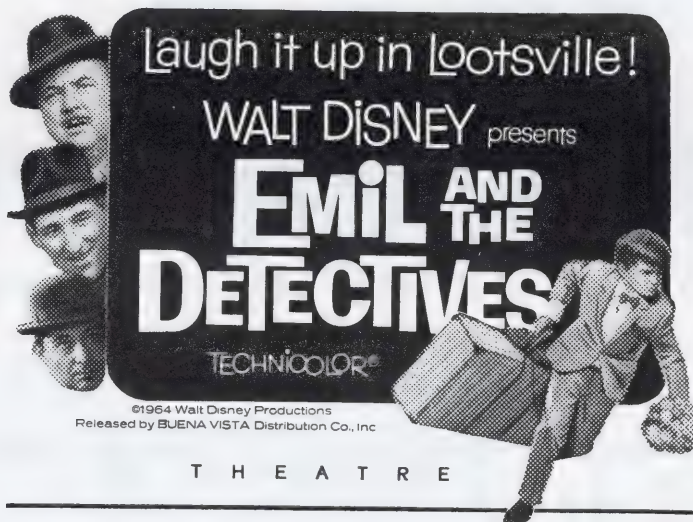


Skrink #3—THE MOLE

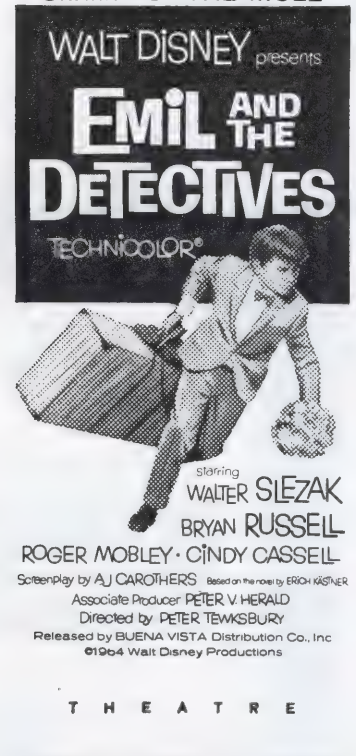
Laugh it up in Lootsville!



28 lines (2 inches)



74 lines (5 inches)



100 lines (7 inches)



ORDER FROM NATIONAL SCREEN

A VALUE HUNTER'S HOLIDAY!



advertisement

advertisement

advertisement

advertisement

**FULL PAGE
CO-OP AD MAT**
*ORDER FREE FROM
BUENA VISTA*

advertisement

advertisement

advertisement

advertisement

WALT DISNEY presents
EMIL AND THE DETECTIVES

IT'S THE KIDS AGAINST THE SKRINKS!
...in the ZANIEST CRIME COMEDY of the year!

starring
**WALTER SLEZAK
BRYAN RUSSELL**
ROGER MOBLEY · CINDY CASSELL

Screenplay by AJ CAROTHERS Based on the novel by ERICH KESTNER
Associate Producer PETER V. HERALD Directed by PETER TEWKSBURY
Released by BUENA VISTA Distribution Co., Inc. ©1964 Walt Disney Productions

TECHNICOLOR®

Look to the name WALT DISNEY for the finest in family entertainment!

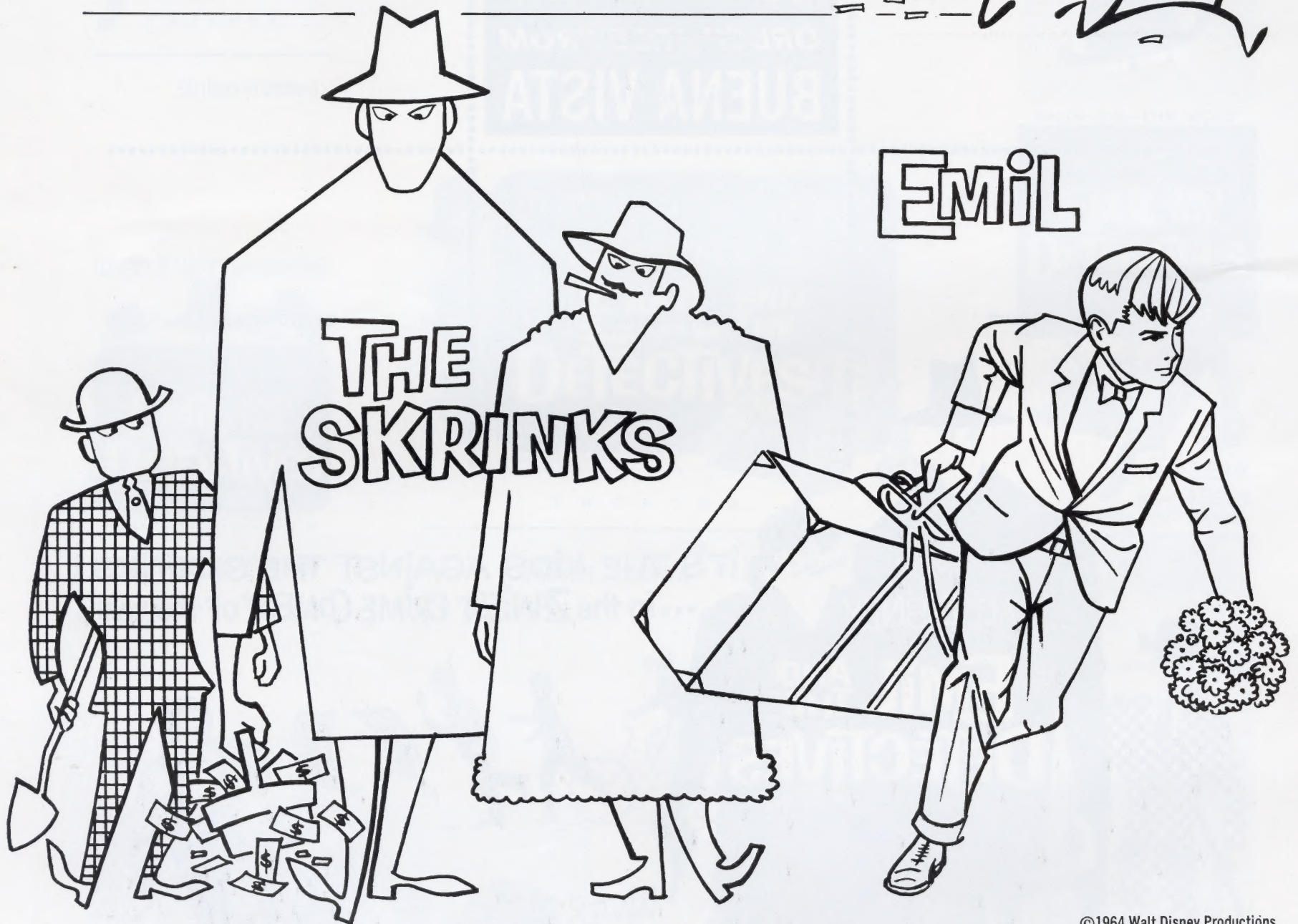
T H E A T R E

The reproduction of the co-op ad on this page is in fine screen, ready for your use, same size, in offset newspapers.
Co-op ad mats available from National Screen Service are in coarse screen, for newspapers using letterpress printing.

THIS CONTEST IS FILLED WITH KOOKS AND COMEDY!

All the kids have to do is add the color. Give this coloring contest saturation exposure, as a fun-filled way to familiarize your young patrons with the motion picture.

THE DETECTIVES



©1964 Walt Disney Productions

AVAILABLE IN TWO SIZES:
HERALD SIZE—MAT EM-CC-6 AND
NEWSPAPER SIZE (3 cols. wide)—EM-CC-3
ORDER FROM NATIONAL SCREEN SERVICE

The Story of 'Emil' for Reading and Listening!

Emil
AND THE DETECTIVES
By ERICH KÄSTNER
Translated by MAY MASSEE



THIS CHRISTMAS
SEE WALT DISNEY'S
EMIL AND THE DETECTIVES
starring WALTER SLEZAK



Trier

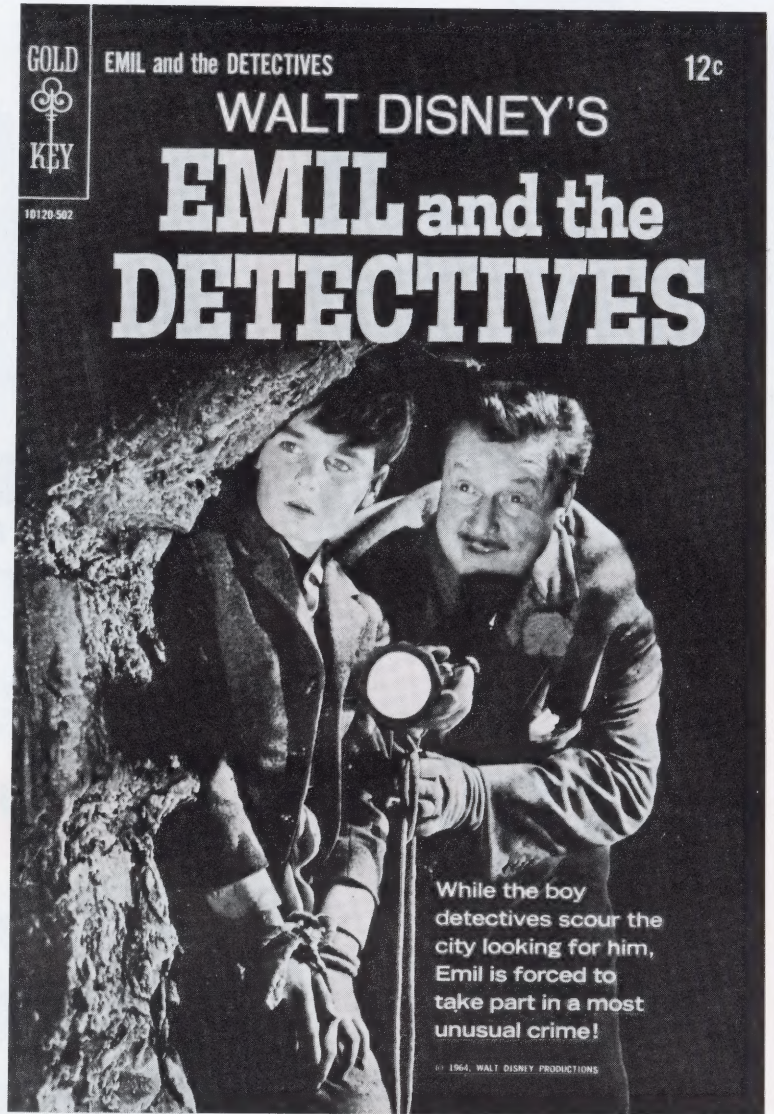
THE ORIGINAL NOVEL BY ERICH KASTNER

Hard cover edition by Doubleday

This world-famous story is available in hard cover book form, with motion picture credits on a special wraparound. Suggested retail price: \$3.25. For quantities of these books at reduced rates contact Doubleday & Co., Garden City, N. Y. Note: Display material for this book is available to book stores from Doubleday.



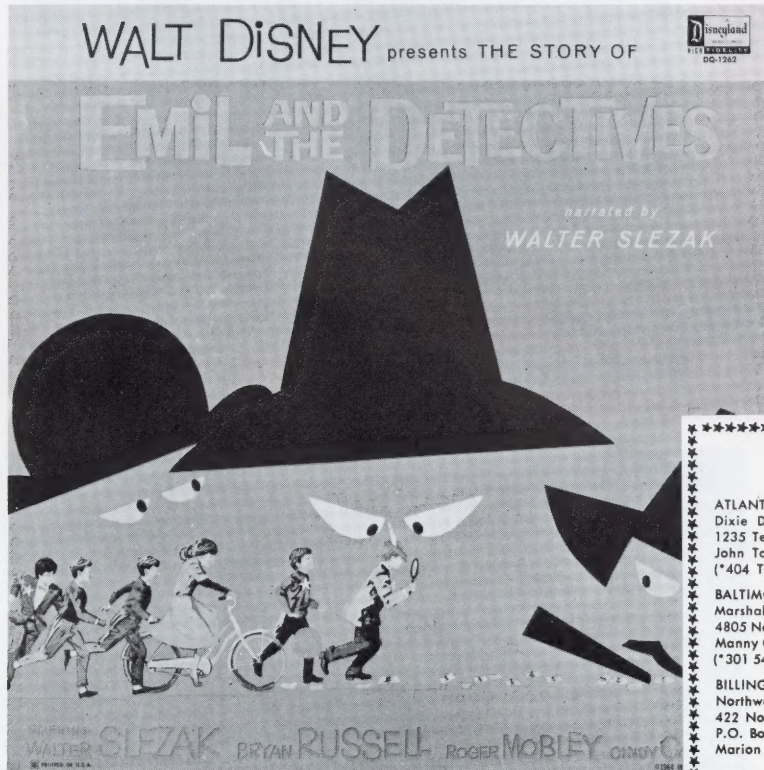
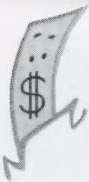
PROMOTE WITH BOOKS AND RECORDS. Use them for displays and contest prizes. Set up cross-plug displays with music shops, bookstores and newsstands. Take advantage of this opportunity for lobby sales. Offer books and records to schools and libraries. Put up posters on school and library bulletin boards.



While the boy detectives scour the city looking for him, Emil is forced to take part in a most unusual crime!

GOLD KEY COMIC BOOK

The whole exciting story in color, with full-page motion picture identification on the front and back cover. Retail at 12 cents. Quantities available through your local distributor at reduced rates. Published by K.K. Publications, Poughkeepsie, N. Y.



WALTER SLEZAK NARRATES THE BIG STORYTELLER ALBUM

The story of the motion picture is narrated in full by its world-famous star. The recording comes in a colorful off-beat jacket that echoes the fun of the poster campaign. Story in pictures is on back cover.

DQ-1262

33 1/3 RPM

Suggested retail \$1.98



CONTACT these Buena Vista Record distributors for quantities of the Storyteller Album at reduced rates.



BUENA VISTA RECORD DISTRIBUTORS (Listed Alphabetically by City)

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1235 Techwood Drive, N. W.
John Towles or Howard Ball
(*404 TRinity 3-2081)

BALTIMORE 15, MARYLAND
Marshall-Mangold Dist. Co.
4805 Nelson Avenue
Manny Goldberg
(*301 542-7214)

BILLINGS, MONTANA
Northwestern Auto Supply Co.
422 North Broadway
P.O. Box 2504
Marion Massick (*406 252-5115)

BOSTON 15, MASS.
Mutual Dist., Inc.
1241 Columbus Avenue
Frank Holland (*617 HI 2-5700)

BUFFALO 3, NEW YORK
Best Record Dist., Inc.
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Steve Brodie or Joe Pinter
(*716 TT 2-0427)

CHARLOTTE, N. C.
Mangold Record Dist.
2212 W. Morehead St.
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1345 Diversey Parkway
Jack White
(*312 BI 8-3621)

*Area Code

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Ohio Appliances, Inc.
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Jerry Weiner (821-6414)

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Benart Distributing Co.
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Art Freeman
(*216 MAin 1-4547)

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Adleta Co.
1914 Cedar Springs
David Eisenlohr (*214 RI 1-3151)

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Ward Terry & Co.
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(*303 AM 6-3181)

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Cadet Distributing Co., Inc.
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E. HARTFORD, CONNECTICUT
Seaboard Distributors, Inc.
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HOUSTON, TEXAS
B & K Distributing Co.
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Dallas, Texas
Bill Burton, Jim Pearson
(ME 7-1920)

INDIANAPOLIS 4, INDIANA
Associated Distributors, Inc.
210 South Meridian Street
Louis Randle, Jr., Mrs. Midkiff,
Tom Whalen (*317 ME 4-2591)

LOS ANGELES 6, CALIFORNIA
Hart Distributors, Inc.
1845 S. Orchard Street
Norm Goodwin,
Del Roy (*213 RI 8-2281)

MADISON 5, WISCONSIN
Tell Music Distributors, Inc.
1017 Jonathan Drive
Rolf Voegelien (*608 257-4667)

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Florida Record Distributors, Inc.
8160 N.W. 36 Avenue
Martin Marks or Bob Caudill

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Sandel Company
8175 Lewis Rd.
Herb Sandel or Bill Taylor
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Music City Record Dist., Inc.
127 Lafayette Street
Hutch Carlock (*615 AL 5-7315)

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Miami Beach 62, Florida

NEWARK, NEW JERSEY
Laredy Record Dist. Co.
46 Green St.
Joe Fechner (*201 MArket 3-5984)

NEW YORK 19, NEW YORK
Olympia Record Industries, Inc.
614 W. 51st Street
Ervin Litkei (*212 CI 7-5911)

OKLAHOMA CITY, OKLAHOMA
B & K Distributing Co.
129 N.W. 23rd St.
Cliff Keeton (*405 JA 5-7509)

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Chips Distributing Co.
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Al Rosenthal or Ernie Santone
(*215 PO 9-5000)

PITTSBURGH, PENNA.
Seaway Distributors, Inc.
3142 Prospect Avenue
Cleveland, Ohio
John Cohen or Sam Davis
(EX 1-7300)

SALT LAKE CITY, UTAH
Great Western Record Dist. Corp.
P. O. Box 2063
1544 Redwood Road
Ray Peterson (*801 486-0735)

SAN ANTONIO, TEXAS
Perry Shankle Co.
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Jesse Schneider (CA 3-1807)

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Gene Becker & Bob Sommer
(*415 MIssion 2-7188)

SEATTLE, WASHINGTON
Stanley Distributing, Inc.
1001 First Ave., South
Stan Jaffe or R. A. Harlin
(*206 MU 2-7188)

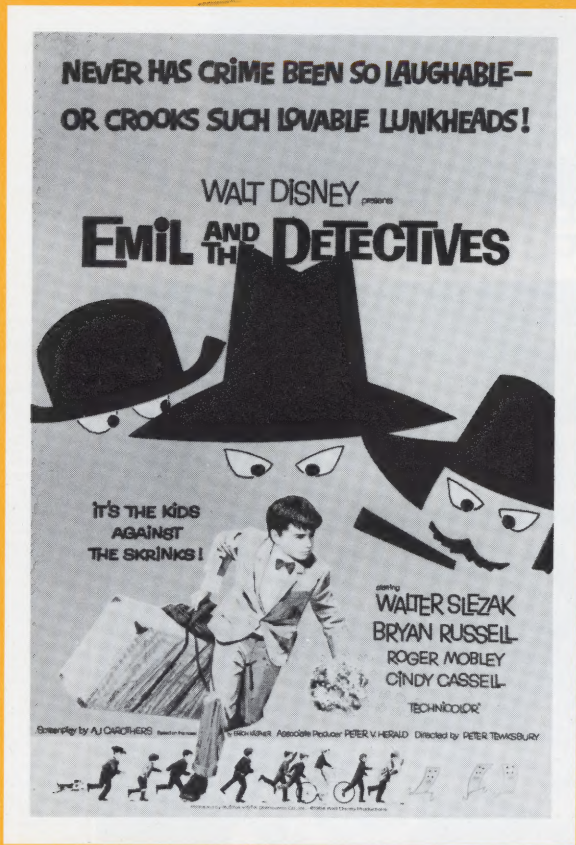
ST. LOUIS 3, MISSOURI
Roberts Record Distributing Co.
1906 Washington Avenue
Robert Hausfater,
Norman Hausfater (*314 MAin 1-0470)

RCA Victor Company, Ltd.
1001 Lenoir Street
Montreal, Quebec, Canada
*514 WE 3-7551

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ALL IN DELUXE FULL COLOR!

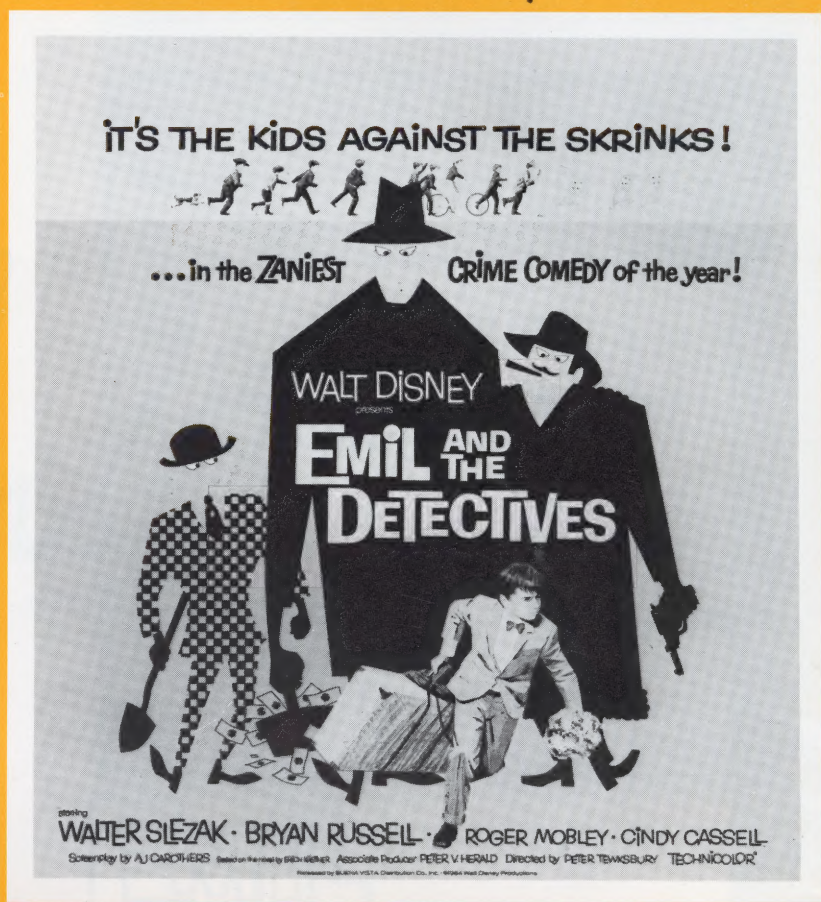
ORDER FROM NATIONAL SCREEN NOW!



WINDOW CARD



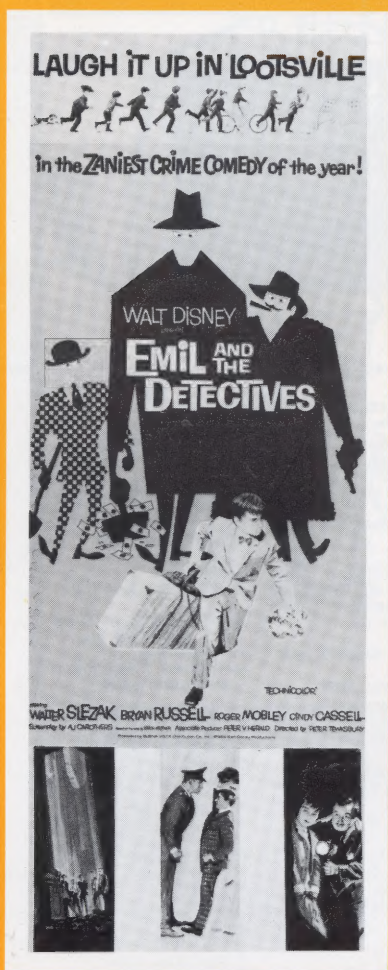
I-SHEET



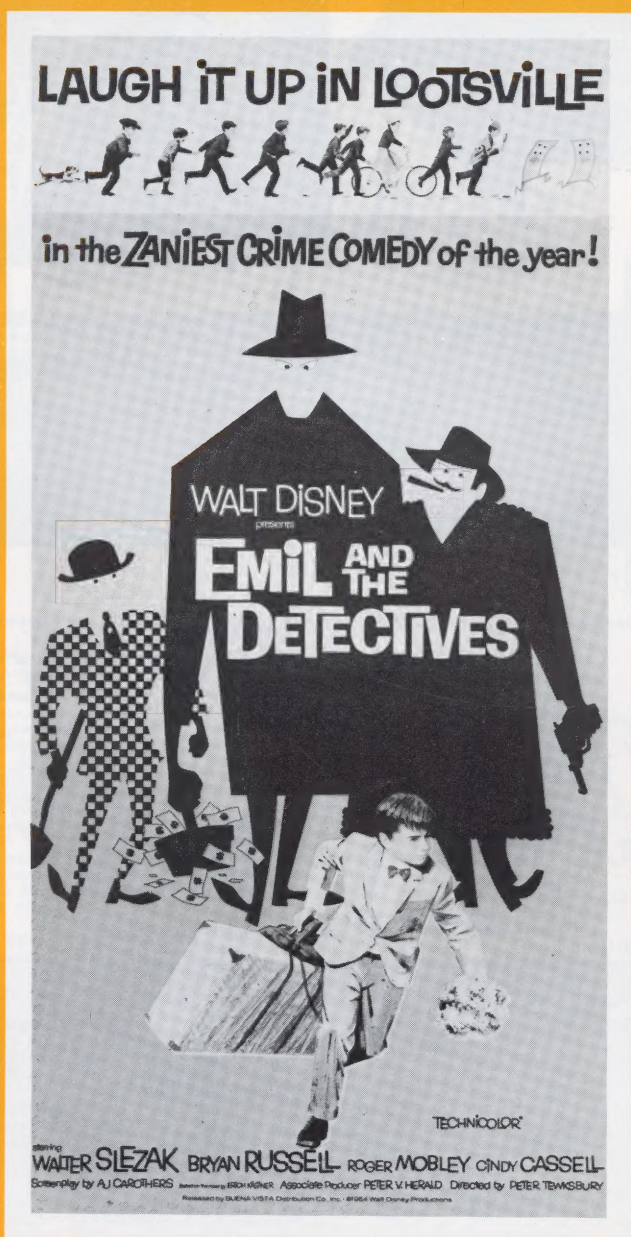
6-SHEET

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- 30x40 DISPLAYS
- 40x60 DISPLAYS
- 24x60 DISPLAYS
- 24x82 DISPLAYS
- STANDEES



14x36



3-SHEET



9 FULL COLOR 11x14 LOBBIES



22x28

LOOK TO THE NAME WALT DISNEY FOR THE FINEST IN FAMILY ENTERTAINMENT.

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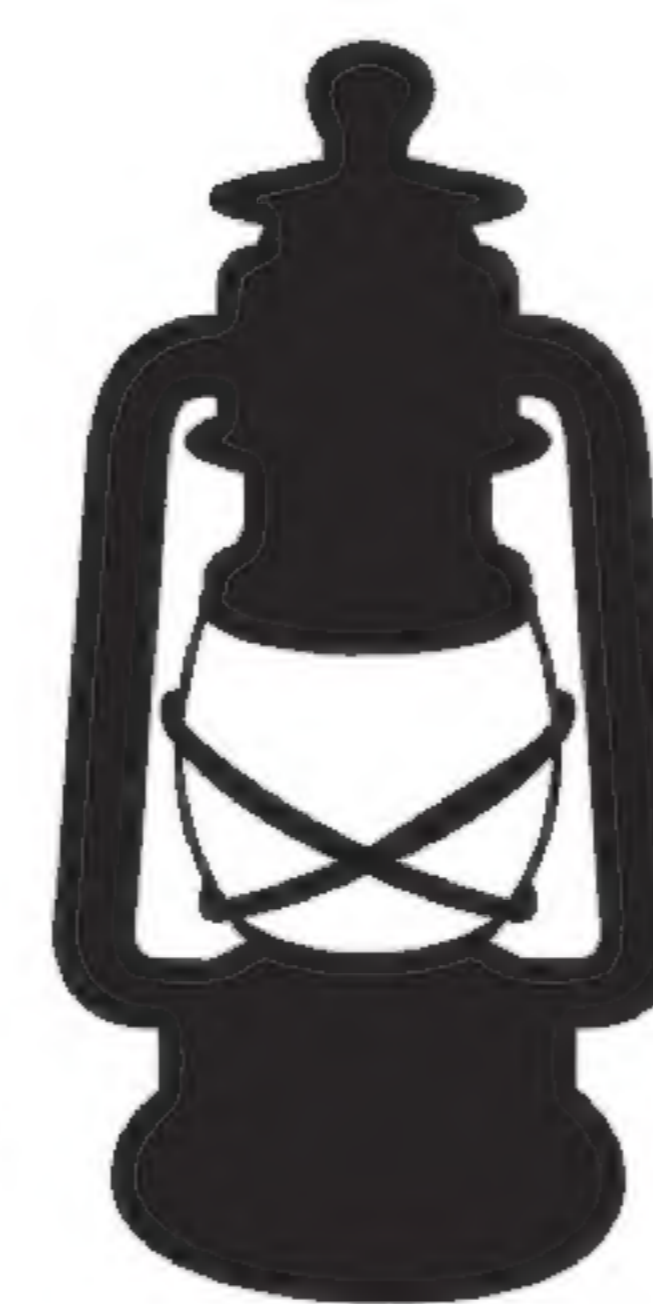
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for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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